

# 5 PUBLIC & PROFESSIONAL EDUCATION

## A. Public Education

### 1. General Description

Public education and outreach consist of a broad base of targeted activities designed to increase the number of women screened for breast and cervical cancer, especially those who are aged 50 through 64 for breast cancer screening and 35 through 64 for cervical cancer screening, low-income, and uninsured or underinsured. A special project, the American Indian Screening Initiative (chapter 8), was launched in 2000 to increase the number of American Indian women screened through the Montana Breast and Cervical Health Program (MBCHP).

The specific goals of public education in the MBCHP are to:

**Goal 1**—increase women’s knowledge about breast and cervical cancer, their skills in breast self-examination, and their motivation to seek breast and cervical cancer screening.

**Goal 2**—inform women about screening and follow-up procedures.

**Goal 3**—increase the number of women who obtain rescreening at appropriate intervals.

**Goal 4**—inform women about enrolled medical service providers who offer screening, detection, diagnosis, therapy, and rehabilitation, and about the MBCHP, the Montana Breast and Cervical Cancer Treatment Program (MBCCTP), and other financial resources available to cover these services.

To accomplish these public education goals, the MBCHP will promote the following activities:

- a. interpersonal, one-on-one outreach designed to target MBCHP-eligible women. ♦
- b. community-based education and outreach such as workplace recruitment, group presentations, and facilitating community involvement in statewide campaigns. ♦
- c. statewide, broad-based awareness-building campaigns delivered via public media, and in conjunction with other state programs and collaborating organizations that serve the MBCHP’s target population. □

Administrative sites, contract partner sites, and Montana American Indian Women's Health Coalition (MAIWHC) members, in cooperation with the MBCHP health educator and the American Indian screening coordinator, will develop and implement community-based and interpersonal education and outreach efforts for their respective regions and will participate in plans for statewide outreach. The MBCHP Public Education subcommittee will develop and implement these statewide campaigns. The MAIWHC and the American Indian screening coordinator will assist with statewide, community, and interpersonal education and outreach for American Indian women.

## **2. Requirements**

Public education and outreach activities must be performed in accordance with the MBCHP Public Education Plan. Those implementing education and outreach plans must:

- a. obtain content review and approval from the state MBCHP health educator prior to producing and distributing any public education and outreach materials (statements, press releases, brochures, videos, and other documents) developed for outreach purposes. ◻◆
- b. include in all public education and outreach materials (statements, brochures, videos, and other documents) the notation that the project is funded by the Centers for Disease Control and Prevention (CDC) and the Montana Department of Public Health and Human Services (MDPHHS). ◻◆
- c. use the MBCHP logo on all literature and forms. ◻◆
- d. write all outreach materials in a culturally sensitive manner and using a literacy level that is easily understood by the general public. ◻◆
- e. document all public education and outreach activities. ◻◆
- f. keep the target population in mind at all times. Promote the MBCHP comprehensive screening services and the importance of screening to women who are 50 through 64 years of age for breast cancer screening and 35 through 64 for cervical cancer screening. ◻◆
- g. actively pursue collaboration with other groups providing similar services and avoid duplication of public education efforts. ◻◆

## **B. Professional Education**

### **1. General Description**

The specific goals of professional education and outreach targeted at the health profession community are to:

**Goal 1**—increase knowledge of the MBCHP services within the health profession community.

**Goal 2**—recruit medical service providers throughout the state for participation in the MBCHP.

**Goal 3**—improve the education, training, and skills of health professionals in the detection and control of breast and cervical health problems.

**Goal 4**—provide orientation and program updates to enrolled medical service providers on MBCHP policy and current best practices in breast and cervical cancer screening.

**Goal 5**—increase the number of women screened in the target population (see Chapter 4, Part B).

To accomplish these professional education goals, the MBCHP will promote the following activities:

- a. recruitment and enrollment of medical service providers throughout the state. □◆
- b. identification of enrolled medical service provider education needs through compliance with MBCHP algorithms, accurate forms, and billing procedures. □◆
- c. training for enrolled medical service providers in the areas of need identified directly above. □◆
- d. peer level training as well as Continuing Medical Education and Continuing Education Units to motivate enrolled medical service providers to attend training. □◆

Administrative sites, in collaboration with the MBCHP staff and the Medical Advisory Board, are responsible for coordination of professional education activities and development of the Professional Education Plan.

## **2. Requirements**

Professional education and outreach activities must be performed in accordance with the MBCHP Professional Education Plan. Those implementing professional education activities must:

- a. obtain content review and approval from the MBCHP quality assurance nurse prior to producing and distributing any professional education and outreach materials developed for MBCHP education purposes. ◆
- b. include, in all newly developed materials, the notation that the project is funded by the Centers for Disease Control and Prevention and the Montana Department of Public Health and Human Services. □◆
- c. use the MBCHP logo on all literature and forms. □◆

- d.** provide MBCHP-sponsored program orientation to professionals enrolled to provide screening services. ☐◆
- e.** document all professional education activities. ☐◆
- f.** collaborate whenever possible with professional organizations, insurance carriers, and other entities to maximize the extent of services available for professional education. ☐◆